

NEW EASTMAN THEATER'S AIM TO ENRICH COMMUNITY LIFE

Attached to the School of Music at the University of Rochester, It will Combine Melody and the Silent Drama in a Harmonious Union.

ONCE more the "last word" in movie presentation is announced, and the most beautiful and costliest picture palace in the world is about to be dedicated.

It is neither New York, London, Paris nor any other metropolitan center that is to provide this magnificent setting for the silver screen. It is a staid and conservative up-State city, known for its posies rather than its posers, and for the richly productive black soil surrounding it rather than for the glare of a white light district. No commercial show management nor blatant picture projecting concern is behind this enterprise. The impresario is one of the oldest and most dignified institutions of learning in America, with more than three score and ten years of useful service in the field of higher education.

Rochester, with a population of less than 300,000, within the next few weeks will revel in the enjoyment of a motion picture theater costing more than \$1,000,000; a handsome structure of stone and bronze, marble, gold and rare woods, fashioned with exquisite taste and embellished with art works fit to delight the connoisseur. Above the portal of this superb theater is carved a simple sentence that speaks volumes: "Dedicated to the Enrichment of Community Life." In these words is conveyed the suggestion of an ideal that will find expression through the operation of the enterprise.

The Part of Music.

Although by no means the greatest in capacity of the modern cinema palaces, its array of 3,400 seats makes it one of the largest theaters of the world, exceeded in size in New York only by the Hippodrome and the Capitol. Yet neither size nor the unparalleled splendor of its appointments constitutes the characteristic that commands universal attention. This is found in the idea it represents and embodies.

Primarily, the theater is part and parcel of the University of Rochester and as such an adjunct of the Eastman School of Music, housed under the same roof and charged with the dynamic atmosphere of that intensive practical artistic institution. Here at last is a concrete realization of the pet dream of the movie interests, discussed for nearly a decade, since first an orchestra with soloists was introduced in an up-town theater incidentally to picture presentation; the marriage of the art forms, music and the silent drama.

But music is to be no incidental feature in this innovation. It is really the more serious aspect of the enterprise. If the motion picture is emphasized, it is only in deference to present public taste and due to a polite disposition on the part of Music, as host, to accord precedence to her guest, the Movie. Good music has been tolerated in the company of the screen little more than half a dozen years, but that short period has worked marvels in the development of musical appreciation. Music, in the opinion of Mr. Eastman and his associates, has proven its power to prevail if given a hearing. So why should music now feast its own evolutionary progress by seeking prematurely to establish domination in the newly formed partnership?

What the Project Means.

The fact remains that the organ with which the Eastman Theater is being equipped is believed to be the finest of its kind in the world. A small organ in Kilbourn Hall under the same roof and designed for chamber music and recitals, represents an investment of \$90,000. Nine organ practice rooms are already in operation in the music school portion of the building and provision exists for four more. Instruction in playing the organ to accompany motion pictures is one of the special courses of the school. It is hoped to improve musical settings for pictures through this agency.

Reduced to catalogued facts, the opening of this theater in Rochester means:

That the university acknowledges popular, inexpensive entertainment of the movie type to be an essential factor of modern life and indorses it by entering the business.

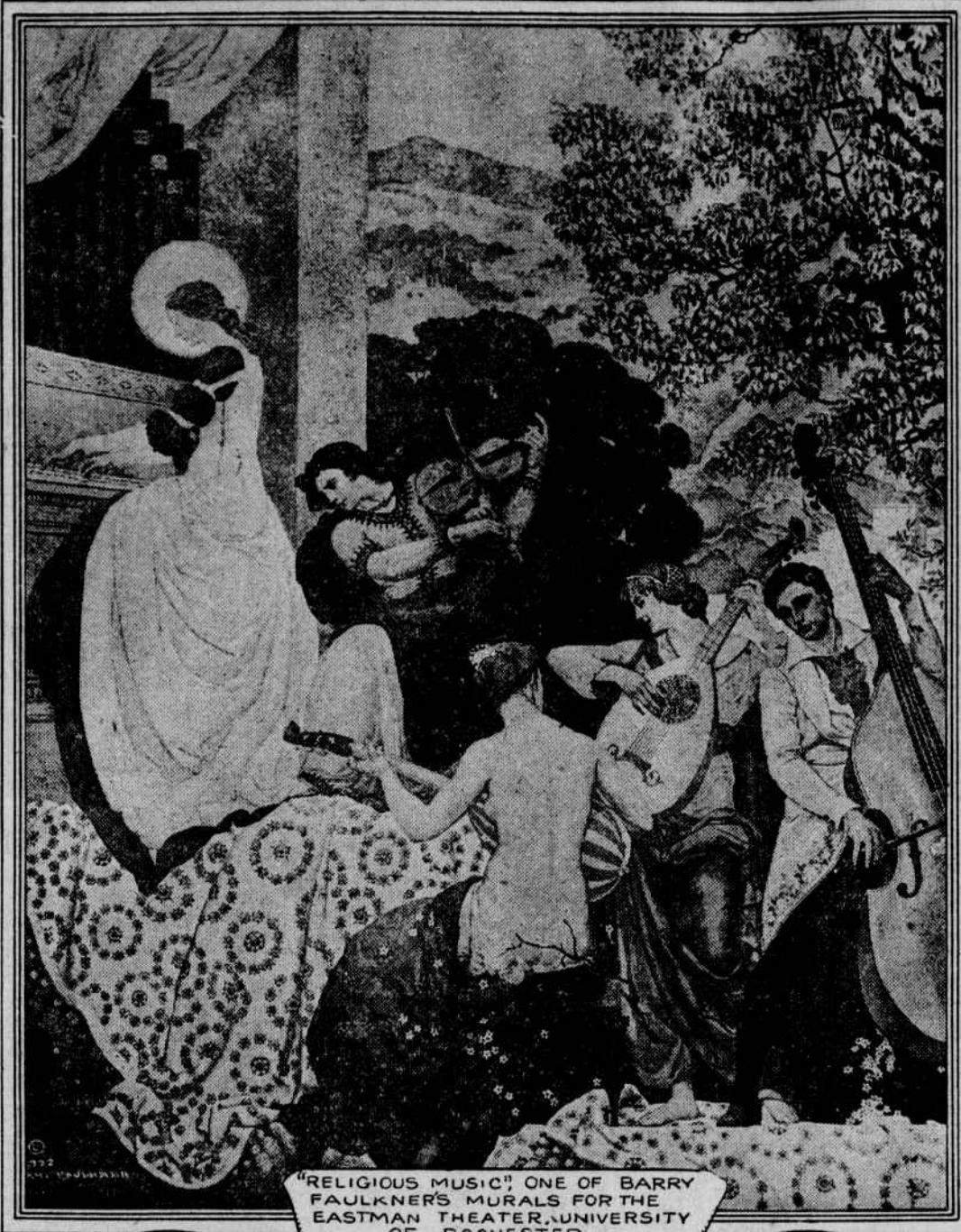
That it recognizes in motion pictures presented for purposes solely of entertainment as distinguished from educational films a great and neglected educational medium.

That music, typified by the Eastman School, recognizes the movie as a useful complementary factor, whereas in the past the only mutual recognition has been due to the effort of the movie booster its threatened position through an alliance with music.

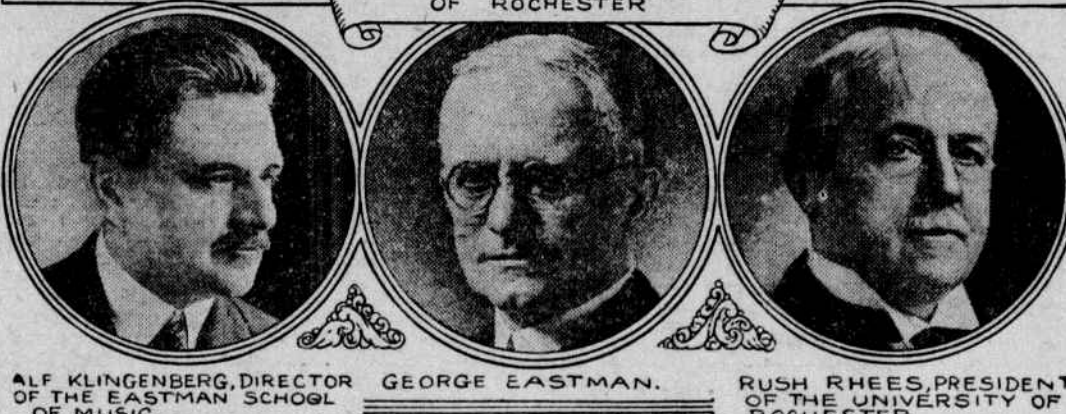
That in the operation of a big popular theater with such screen material as is at hand for the commercial manager the university is in position to determine with scientific exactness the psychological reactions of the public, the relative elements of strength that should be preserved and the undesirable or injurious features that should be eliminated.

That the university, as a theater management, will encounter at first hand and in intimate relation the various problems confronting the exhibitor, and can bring to bear upon these problems the genius of its scientific personnel and the unusual facilities of the world famous Eastman laboratories in chemistry, physics and the like. Thus, it is thought, for the first time scientific methods will be applied to develop efficiency in fulfilling

ONE OF MANY STRIKING DECORATIVE FEATURES



"RELIGIOUS MUSIC," ONE OF BARRY FAULKNER'S MURALS FOR THE EASTMAN THEATER, UNIVERSITY OF ROCHESTER



ALF KLINGENBERG, DIRECTOR OF THE EASTMAN SCHOOL OF MUSIC

GEORGE EASTMAN.

RUSH RHEES, PRESIDENT OF THE UNIVERSITY OF ROCHESTER

the best functions for which theaters are supposed to exist.

That the new theater will afford unusual opportunities for the student body in inspiring creative work, many courses have a more or less direct relation to the theater, as, for instance, literature. The technical departments offer unlimited fields for advanced students in many lines. In the music school alone 1,300 students are preparing for careers upon which the influence of the theater will impinge in varying degree. Some of these will find opportunity for expression in the orchestra or as organists; still others in the creative field of composition.

Wins Eastman Support.

The popular conception of a university president as a scholastic recluse, far removed from the usual everyday contacts of life, is shattered in the person of Dr. Rush Rhees, president of the University of Rochester. Dr. Rhees is engaged in the highly practical task of building up that institution into one of the largest, most completely standardized and equipped schools in the world. In that effort he won the moral and financial support of George Eastman, with his ample fortune, and of the General Education Board, which administers a large part of the John D. Rockefeller millions.

Arrangements have been perfected for a model group of buildings, a new physical home for the old university, to arise upon a site on the banks of the Genesee, in suburban Rochester—these to supplant the old university buildings which now are circumscribed by the growing city. The temptation to include the music school and picture palace in this projected group must have been strong. But this splendid structure will not grace the wooded knolls of the new campus. Instead, it is located where it will best serve its purpose—in the very heart of Rochester's business district, where Mr. and Mrs. Eastman will seek entertainment in their hours of leisure.

Darkness Banished.

The same astute minds that grasped the truth that the average public would not care to travel to the university campus for entertainment understood that the man in the street will not knowingly subject himself to an educational process in the theater. To him that smacks too much of being patronized. But a clinic without clinical material can accomplish little and a theater lacking an audience is equally profitless. So the high brow spirit was held in check and the actual operation of the theater was turned over to experienced showmen, trained in the traditions and technique of the game, and they are to have a free hand save for scrupulous observance of the cardinal principle that wholesome and good taste must control throughout.

The original name of the theater, as they say in cinema

circles, was to have been "The National Academy of Motion Pictures." Hard headed showmen said it would never do; film fans never would take kindly to that "academic stuff." So the high sounding moniker was scrapped. The National Academy of Motion Pictures became the Eastman Theater, much against the preferences of the man whose generosity to the university had made the project feasible, and whose tastes do not incline toward seeing his name in electric flash signs.

Incidentally, it is expected that the opening of the Eastman Theater will mark the beginning of the end of film presentations in darkened theaters. The evils that have grown out of the darkened auditorium have led to extended and carefully tabulated experiments conducted by the Eastman Research Laboratories. These have disclosed what is believed to be an ideal condition with reference to illumination, under which motion pictures may be projected without adversely affecting the screen image, while at the same time the whole auditorium remains light enough to permit a patron either to read his program or to pick up an object dropped to the floor. The new theater will be so lighted and any movie stage is to divide honors and carry away the idea for his own use.

An Opera Season.

A feature picture, surrounded by incidental news reels, comedies and topicalities, with a popular incidental musical program, will be presented on each of the first three days of the week. On every Wednesday, however, this program is to give way to a concert and recital. The array of musical artists and high class orchestras already booked for the coming season suggests a "Who's Who in Music." There is to be even a brief season of grand opera after the enterprise has been fully launched. Thus the Eastman theater—an exquisitely beautiful, fully equipped opera house in which movie stage is to divide honors with its younger brother in art, the unspoken drama.

Following the Wednesday evening musicale, a new movie program opens on Thursday and continues to the end of the week. During the brief seasons of opera motion picture activities will be suspended.

If this ambitious musical prospectus seems commercially impracticable it should be remembered that Rochester is a city of uncommon culture and a musical center of long standing. Fifty years ago, when such luxuries were rare even in the larger cities; Rochester boasted a celebrated symphony orchestra. To-day musical interest is so great in the public schools that the Eastman School of Music has provided for the municipality a collection of instruments valued at \$25,000 for the sole purpose of loaning them to ambitious youngsters who display

talent and whose parents can ill afford to invest in horns and oboes, violins, cellos, bassoons and saxophones. This practical encouragement has developed throughout the city several amateur orchestras and bands of splendid artistic promise.

Cables Diverted Control Trade

Continued from Page Two.

Europe and with China, the great world markets, are being discriminated against and there is general agreement that our rights, long allowed to lie dormant, should be asserted in no doubtful terms.

Entire Reciprocity Part Of Government Bargain

Let me cite briefly one striking illustration of this discrimination that has been permitted to continue too long. In the seventies, a French Government subsidized cable was allowed to land in America provided, as the terms of the license ran "entire reciprocity and equal facilities" were guaranteed to American cable companies wishing to land and do business in France. In his message to Congress, Gen. Grant said: "No line should be allowed to land on the shores of the United States under concession from another Power which does not admit the right of any other line formed in the United States to land and freely connect with and operate through its land lines."

Now after fifty years it is clear that this agreement has been ignored. The subsidized French cable company lands within the limits of New York city; has six or seven public offices through which it receives from and delivers messages to the public. It also operates in a most unrestricted way its own wires between these offices and the landing station. The French company distributes in the interior of the country through the American companies whose activities in France are so seriously hampered, but it could build its own lines if it wanted to. Over there the American companies, however, are not permitted to deal directly with the public or to open offices. They are limited to doing what business reaches them through the French Government telegraphs. They are not even permitted to have their own land lines or to communicate directly between Paris and the other commercial centers and their landing stations. Fortunately, the remedy to the situation is placed in our hands by the Kellogg bill, which has been approved by Congress and gives the President full power to act. The vital American companies in France, should not be cancelled.

WORLD FRIENDSHIP CONFERENCE BEGINS

Archbishop of Canterbury will Preside To-day Over Meeting at Copenhagen to Discuss Promotion of International Friendship Through the Churches.

By J. W. JEFFERIS.

FOLLOWING in the wake of the luckless Hague Conference, which left the nations of a peaceless earth still "snarling at each other's heels," the World Alliance for International Friendship, of which the Archbishop of Canterbury is president, will convene in Copenhagen to-day, August 6, to discuss the best means for the promotion of good will through the cooperative efforts of the churches.

An international committee of distinguished religious leaders from all the countries of North America, Europe and Asia, who believe with President Harding that "justice is better served in conferences of peace than in conflicts of arms," will gather in Copenhagen's famous Cathedral, the Vor Frue Kirke, to marshal the religious forces of the world; so that the influence of all Christian people may be brought to bear upon the relations of Governments, races and classes to the end that a spirit of peace and brotherhood may prevail; that, "in the settlement of international disputes arbitration may be substituted for war, friendship for suspicion and harmony for operation for ruinous competition and, in place of greed, a spirit of human service and mutual sacrifice."

Besides disarmament, the agenda of the conference includes discussion of the following subjects: International reconciliation and reconstruction, the labor problem, prohibition, the League of Nations, religious and racial minorities, foreign missions, the Far Eastern question and the equality of races.

Many Americans Will Attend the Conference

American leaders will be present, among them the Rev. Charles E. Jefferson of the Broadway Tabernacle, who to-day will deliver a sermon in the Cathedral. In the evening Dr. John R. Mott, together with the Archbishop of Upsala and the Bishop of the Greek Orthodox Church, will be the principal speakers. From America will also come Drs. William P. Merrill, Nehemiah Boynton, H. A. Atkins, Charles Eliot, Arthur J. Brown, Williams Adams Brown, Charles S. Macfarland, Peter Ainslie, W. H. P. Faunce, Hamilton Holt, William I. Hull, also Drs. McRobert, Plimpton, Atterbury, Conrad, Guild, Hough, Larsen and Day.

Among delegates of National councils represented at the Copenhagen conference are those sent from Great Britain, Germany, France, Italy, Austria, Greece, Turkey, Hungary, Norway, Sweden, Holland, Spain, Japan, Finland, Poland, Bulgaria, Denmark, Switzerland, Rumania, etc. Opening ten days after the startling address delivered by Lloyd George before the National Free Church Council of London, in which the speaker dramatically emphasizes the urgent necessity for the Christian people of the world to make a supreme effort for the preservation of peace, the Copenhagen conference could not have been convened at a time more appropriate or auspicious.

"They are constructing more terrible machines than even the late war ever saw!" exclaimed the British Premier. "What for? Not for peace. They are to attack defenseless cities. If the churches of Christ throughout the world allow that to fructify they had better close their doors. I am glad that the head of the largest church in Christendom is a man who is a profound believer in peace. He exercises great sway over the consciences of millions in many lands, and I rejoice in that fact."

An exclusive communication from Dr. Frederick Lynch, educational secretary of the Federal Council of Churches, to THE NEW YORK HERALD, states that there will be in attendance at the conference a large delegation from the Eastern churches—generally known as the Holy Orthodox Church or the Greek Catholic Church, as distinguished from the Roman Catholic Church. Among the eminent dignitaries of this denomination will be the Bishop of Sofia, Armandrate Raikoff, Bishop Morfan Christa, Bishop Glorian Radonko and Bishop Cesarea Nicolas.

Protestant Churches of West Unable to Meet Before

According to Dr. Lynch, it has been only within the last three years that the Protestant churches of the west, and this great Greek Catholic Church, comprising as it does all Russia, Greece, Bulgaria, Serbia, the Caucasians, Constantinople, and much of Syria have been able to meet together. The eastern churches took a prominent part in the world conference on faith and order in Geneva, and later

legislation reads: "The President may withhold or revoke the landing license of any submarine cable company directly or indirectly connecting the United States with any foreign country when he shall be satisfied that such action will assist in securing rights for the landing or operation of cables in foreign countries or in maintaining the rights or interests of the United States or of its foreign citizens."

Under the authority of this law the French cable companies should be given an early opportunity to show cause why its landing and operating license in the United States, granted under the assurance of equal rights for American companies in France, should not be cancelled.

participated in the meetings of the world alliance.

"The western churches," he continues, "have much to learn regarding the mystical, sacramental and devotional side of religion, from the eastern churches. The Roman Catholic Church has never joined the world alliance movement, but it is watching the increasing cooperation and communion of the Greek Catholic Church with the Protestants with much concern. It is conceded by those who should know that the powers at Rome have been in more cordial relations lately with the Greek Catholics, so that the situation is becoming very interesting, and the question has arisen, Will the Greek Catholic Church join with Rome or with the Protestant churches?"

The report on international disarmament to be submitted to the conference by Dr. William I. Hull of Swarthmore College, Pa., will show that although the world war cost \$365,000,000,000 and the loss of 10,000,000 men on the field of battle, 20,000,000 disabled and 30,000,000 civilians, represented in an increased death rate, there are today under arms in Europe more than 1,000,000 more men than just previous to the outbreak of the war in 1914, and this regardless of the fact that the armies of Germany, Austria and Hungary have been greatly reduced. "Before the war America had 30,000 men under arms. To-day we have 132,000."

The contribution which the Federal Council of the Churches of America makes to the Copenhagen Conference consists primarily of reports on industrial problems and peace in the Far East. The report of the American committee on industrial life and religion, of which Mr. Linley V. Gordon is chairman, is the result of a series of conferences between employers, ministers and labor leaders which have been held during the past year under the auspices of the Federal Council and the local church federations for the purpose of applying Christian teachings to the solution of industrial problems.

Has Become a Basis

For Organizing Opinion "The social creed of the churches promulgated by the Federal Council has become a basis for organizing Christian opinion, and its industrial ideals are gaining a steadily widening influence," says Mr. Gordon. "Economic and industrial problems are examined in the light of Christ's teachings, resulting in constructive action on the part of the churches."

Following in part is the message released to-day from the Federal Council of the Churches of Christ in America to the international committee of the World Alliance for International Friendship through the churches:

"We firmly believe that the outstanding need of the world is the abolition of war and of all preparation for war by all nations. This, however, cannot be realized, so long as our so-called Christian nations are dominated by unchristian feelings and self-centered motives, which lead inevitably to mutual fears, suspicions, jealousies, enmities and deceptions. Before the nations can secure real economic recovery by stoppage of the waste of war and preparations for war a new Christian spiritual life must possess them. For this new spirit they are dependent on the church."

"We believe in a warless world, but we also believe that it can come only when millions of Christians in every land are determined to follow Christ's leadership in the international life of the nations, and when their highest representatives shall incorporate Christian principles in their conduct of political and international affairs."

"We confidently believe, that you, members of the World Alliance for International Friendship, constitute the vanguard of this new world army of Christian men and women who have begun the new crusade of the church—the war of spiritual good against the war of physical evil. We firmly believe that no physical war can end war; for each bloody battle-field sows its dragon's teeth. This is a spiritual war, a great spiritual crusade, consecrated to the task of transforming the spiritual life and ideals of mankind."

"On behalf of the Federal Council of the Churches of Christ in America we pledge ourselves to work with you for the realization of these high ends."

"ROBERT E. STEPHEN, President of the Council. "CHARLES S. MACFARLAND, General Secretary. "JOHN H. FINLEY, Chairman Commission on International Justice and Goodwill. "SIDNEY L. GULICK, Secretary Commission on International Justice and Goodwill."

Session Is Made Possible By Carnegie Endowment

The Copenhagen conference, which will be in session one week beginning August 6, is made possible of realization through the foundation of \$2,000,000 established by Andrew Carnegie, and administered by the Church Peace Union of 70 Fifth Avenue, New York City.

It is the conviction of prominent officials connected with this organization that America's moral leadership, in her promotion of justice and good will among nations, as exemplified at the Washington conference, will be still further extended and strengthened at Copenhagen, to which the Church Peace Union has invited the most eminent religious workers of every country in Christendom.

From England will come the Archbishop of Canterbury, the Bishops of Worcester, St. Wilfrid, Lincoln, Exeter, Bath and Hereford, the Dean of Worcester, Sir William Dickinson, Dr. Alexander Ramsay, Dr. W. H. Drummond, Dr. J. H. Rushbrooke, Dr. J. H. Jowett, Dr. Arthur Porritt, Dr. James Patrick and many other distinguished churchmen.

From Germany will come Prof. Deissman, Dr. Schreier, Dr. Richter, Dr. Spiecker, Dr. Sigmund-Schultze, Dr. Theophilus Mann and others. France will send Dr. Jacques Dumas, Dr. Jazequel, the Monods and other well known leaders of the Protestant forces. Scandinavia will be represented by Archbishop Soderbom; Prof. Westman will come from Sweden; Bishop Goylen, Dean Hanning, Dr. Thord and Dr. Klavensson from Norway; Prof. Amundsen and Dr. Norveg from Denmark.

REPORTER'S JOB ABROAD HARD

Round Table on Journalism at Institute of Politics Discusses Requisite Qualifications for American Correspondents Serving Their Newspapers in Foreign Countries.

By ANDREW TEN EYCK.

THE round table on journalism in the Institute of Politics at Williamstown, Mass., under the leadership of Arthur S. Draper, proved of great interest. It has as members Philip Kerr, former secretary to Lloyd George, and Lionel Curtis, the late Viscount Bryce's successor as British Lecturer. In a recent session Mr. Draper proceeded to define the proper qualifications for a foreign correspondent and to suggest to what degree they are actually approached by the persons who fill such positions abroad.

Mr. Draper said that a foreign correspondent cannot be a free lance for he will soon feel the lack of contact with his home office and be out of touch with his readers. "For physical reasons if for no other," said he, "he has greater freedom than the correspondent at the State Capitol or the head of the bureau at Washington. Oftentimes, he would exchange the freedom for an opportunity to tell his troubles to his editors. His preliminary training before he is sent abroad is a matter which deserves more attention than it commonly receives."

"It may be of interest to set up an ideal correspondent—a sort of hypothetical chap who might be a perpetual motion machine with a nose for news, the soul of a poet and a tongue for languages equal to that of the foreman in the early stages of the building of the Tower of Babel. He will read and write and speak French and German and Italian. He will know when the battle of Haastings was fought, what Nelson said at the battle of Trafalgar and the correct dress to wear when visiting the foreign office at tea time."

"He will know all about Bismarck's policy after the War of 1870, the Einstein theory and the leading German cinema actor. He will know how many counties there are in Austria, the color of the Sinn Fein flag and the parentage of Mr. de Valera. He will know the requirements for a seat in the House of Lords, the number of ministers in the British Cabinet, and the college at Oxford which has turned out the greatest number of Premiers."

He Should Know History, Politics and Literature

"He will know American history and politics, have studied economics and read all the latest novels and art reviews. He will have worked as a reporter and as a copy reader. He will know when to condense and when to expand, how to write cables and make society news interesting."

"Ten to one he won't come up to any of these specifications. The same odds that he will have served an apprenticeship in the police courts, had a turn as a special reporter and awak-

ened one morning to receive a message ordering him to report forthwith at his editor's office. In fear and trembling he has approached that august person to learn that he is to leave in three days for foreign parts. Still somewhat dazed he has left the office feeling that after all even a European assignment is better than the bounce. Or he may walk in light air, his head in the clouds and his mind intoxicated."

"Both are quickly disillusioned. The average correspondent is at sea much longer than the passage across the Atlantic. It is often weeks and months and even years before he gets his bearings. Much depends on the man, but however experienced, however intelligent, it is extremely difficult for him to accustom himself to his new surroundings, to measure events by new standards, to forget that every word he sends by cable costs his paper at least 7 cents and sometimes considerably more. If he is assigned to a capital where the people speak a different language his difficulties are even greater."

Must Consider Expenses In Selecting Cable Topics

"If he happens to be the sole representative of his paper or the head of its bureau he worries about cable tolls—the problem of keeping down expenses and justifying its existence. His greatest temptation is to grope to them at home that he is on the job, though as a rule most of the people at home have so many worries of their own that they are quite content to forget him unless he sends a 'beat' or is beaten by one of his rivals. At last he finds his feet or loses his head. His is no different than any other profession, a bit more exciting than some, quite a bit less profitable than others. There are journalistic successes and failures, honest journalists and journalists who are rogues, fakers and hard workers."

"Once abroad the new correspondent's education begins. He is much in the same position as a man who has taught himself golf, becomes dissatisfied and finally enlists the service of the professional at his club. The pro generally makes him abandon all his pet theories and adopt a totally new set, including a full set of clubs and balls. While he worked in New York or Chicago or Philadelphia he found it difficult to read one paper before he reported for work, but now he must read all of them."

"The London newspapers have been the despair of many an American newspaper man. In the first place the chief newspapers do not carry their important news on the first page; that is reserved for advertising. There are no scare heads. The truth is there is no need. They read papers in England."

TRAINING MAY HELP SERVANT PROBLEM

MAIDS' CHAMPION

COUNCILOR JESSIE STEPHEN, Formerly in Domestic Service, Suggests Plan to Improve Status.

By COUNCILOR JESSIE STEPHEN, Hon. General Secretary Domestic Workers Union.

ACCORDING to the latest statistics America, like every other country in the world, is suffering from a servant shortage. In the ten years 1910-20 the number of servants employed diminished 50 per cent. For instance, chambermaids became fewer by 88 per cent, personal attendants-ladies' maids, nursemaids and valets by 27 per cent, laundresses and laundresses not employed in laundries by 47 per cent, general servants-maids of all work and the like by a trifle more than 20 per cent. This at a time when the population had increased by 15 per cent.

It is my firm conviction that matters would never have reached their present pass had more attention been paid to the conditions under which this class of worker had to labor in years gone by. At one time anything was considered good enough for the maid. Her bedroom was generally the worst in the house, her food was not as good as that served to the family, her wages were miserably low, her hours of leisure were very limited, until at last the younger generation with its greater degree of education flatly refused to have anything to do with an occupation which could offer nothing better.

It would seem to me that some sort of training is necessary to bring the status of the domestic worker can ever be raised. At the moment it is not recognized as a skilled occupation, although even the veriest fool must understand that to cook the plainest of meals or run a home on the simplest lines some intelligence and organizing ability must be brought to bear. The teaching of housework ought to be considered the most important subject in any country, and this fact is now being rapidly recognized.

COUNCILOR JESSIE STEPHEN

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cannot be greatly changed until there is an entire rebuilding of the labor making houses in existence under the guidance of up to date authorities. Drudgery will also be eliminated then, but I am afraid that time is yet afar off.

In the past too much interference has taken place in the domestic worker's private business. She could not have a sweetheart without being told she must not bring him home; she could not dress her hair fashionably for fear of displeasing the mistress; her hours of leisure were very limited, until at last the younger generation with its greater degree of education flatly refused to have anything to do with an occupation which could offer nothing better.

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